IPSOS POLITICAL MONITOR

September 2023

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VOTING INTENTION

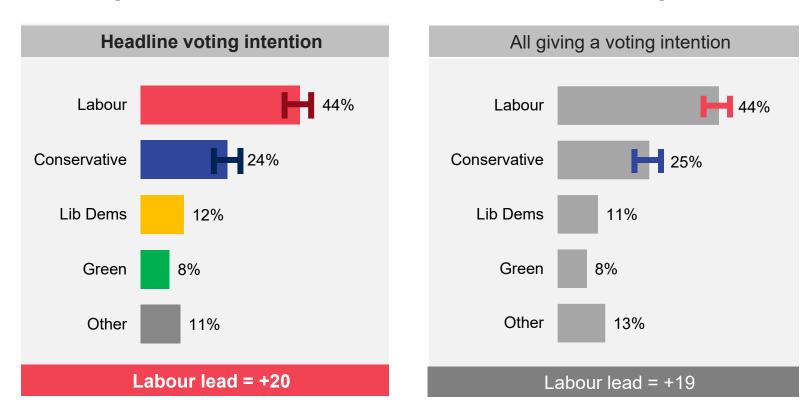


WAY IN

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Voting Intention: September 2023

How do you intend to vote in the General Election? Will you vote ...?



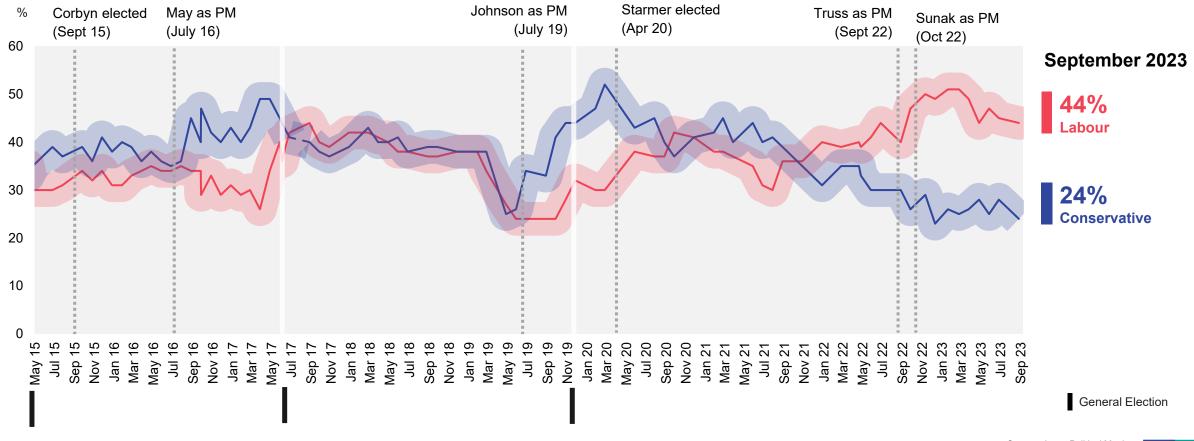


Base: 1,004 British adults 18+,6-12 September 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 639. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.



Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

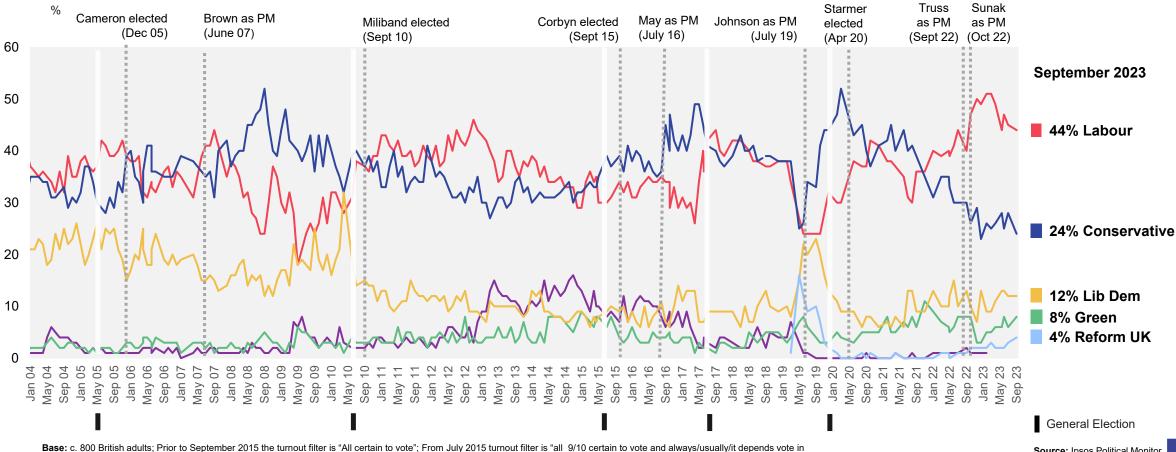


Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019



Headline voting intention: January '04 – September '23

How would you vote if there were an election tomorrow?



General Elections.

Source: Ipsos Political Monitor

DSO



Have people def decided who to for or might the change their mi

Have you definitely

party or is there a

change your mind

before you vote?

chance you may

decided to vote for one

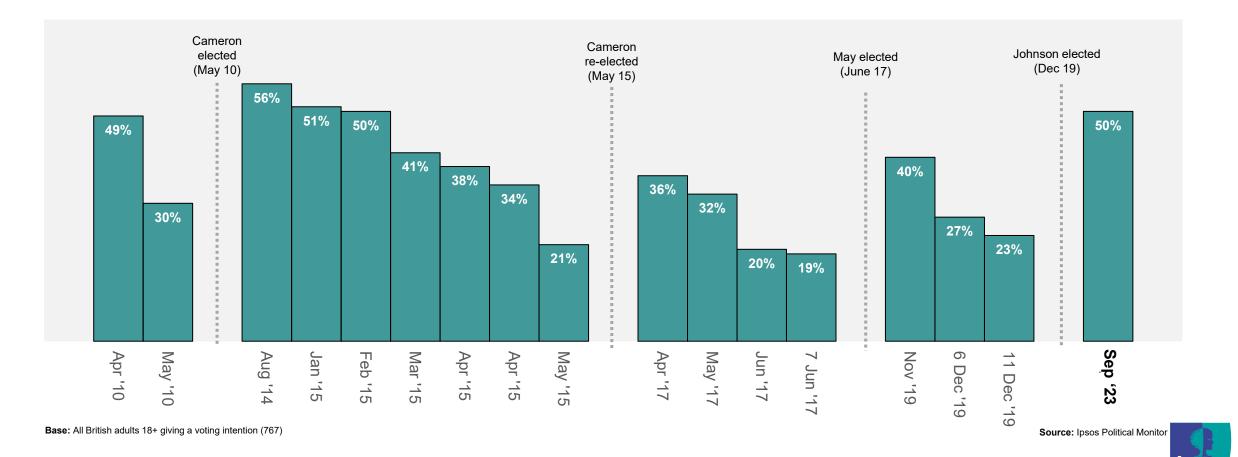
ve people definitely cided who to vote r or might they ange their mind?	Among all	46% 50%
e you definitely ided to vote for one	Among Conservative supporters	50% 48%
ty or is there a nce you may nge your mind ore you vote?	Among Labour supporters	51% 47%
Definitely decidedMay change mind	Among 2019 Conservative voters	43% 52%
	Among 2019 Labour voters	60 36% Base: All British adults 18+ giving a voting intention (767) 6-12 September 2023 including (330) Labour supporters, (198) Conservative supporters, (251) 2019 Conservative

voters and (239) 2019 Labou voters



Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?

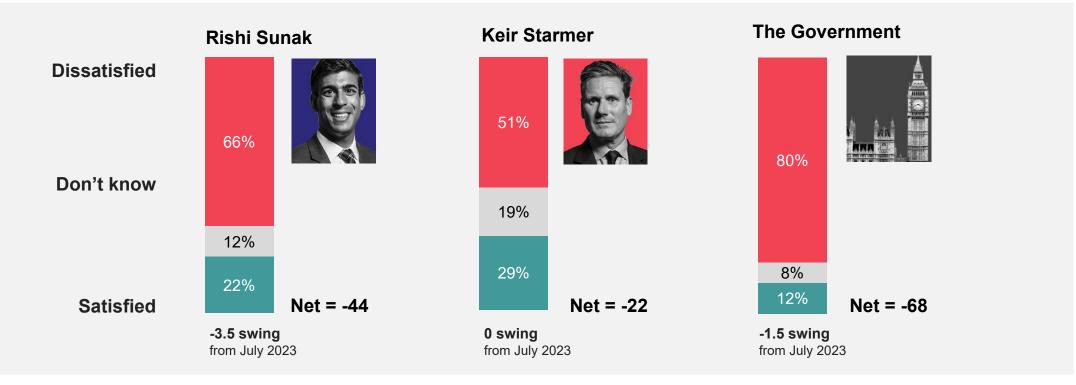


DSO

SATISFACTION WITH GOVERNMENT AND PARTY LEADERS

Satisfaction with leaders and the Government: September 2023

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Labour Party?



Source: Ipsos Political Monitor



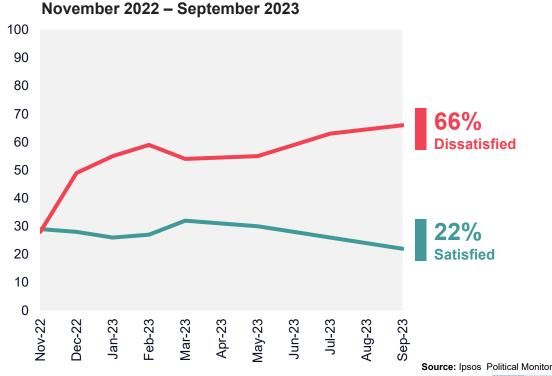
Base: 1,004 British adults 18+, 6-12 September 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Rishi Sunak: Satisfaction

Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

September 2023

Base: 1,004 British adults 18+, 6-12 September 2023





Satisfaction with Prime Minister: Worst Ipsos rating as Prime Minister

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?

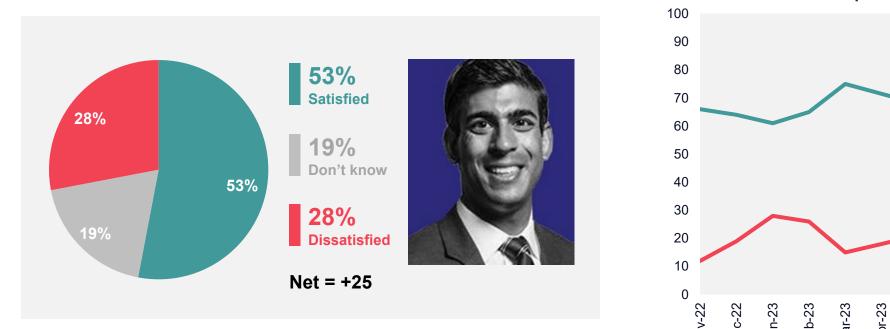
	% Satisfied	% Don't know	% Dissatisfied
Sunak (Sep-23)	22% 12%	66%	-44
Truss (Sep-22)	16% 17%	67%	-51
Johnson (Jan-22)	24% 6% 7	70%	-46
May (Jun-19)	25% 6%	69%	-44
Cameron (Jul-16)	28% 6%	% 66%	-38
Brown (Jul-08)	21% 7% 72	%	-51
Blair (Jul-06)	23% 11%	67%	-44
Major (Aug-94)	17% 7% 76%		-59
Thatcher (Mar-90)	20% 4% 76%		-56

Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone Base: c.1,000 British adults each month

DSO

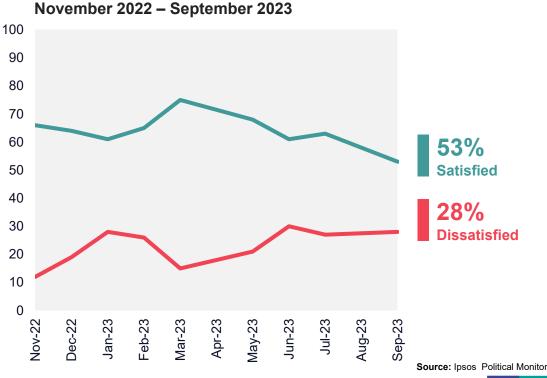
Rishi Sunak: Satisfaction amongst Conservative supporters

Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?



September 2023

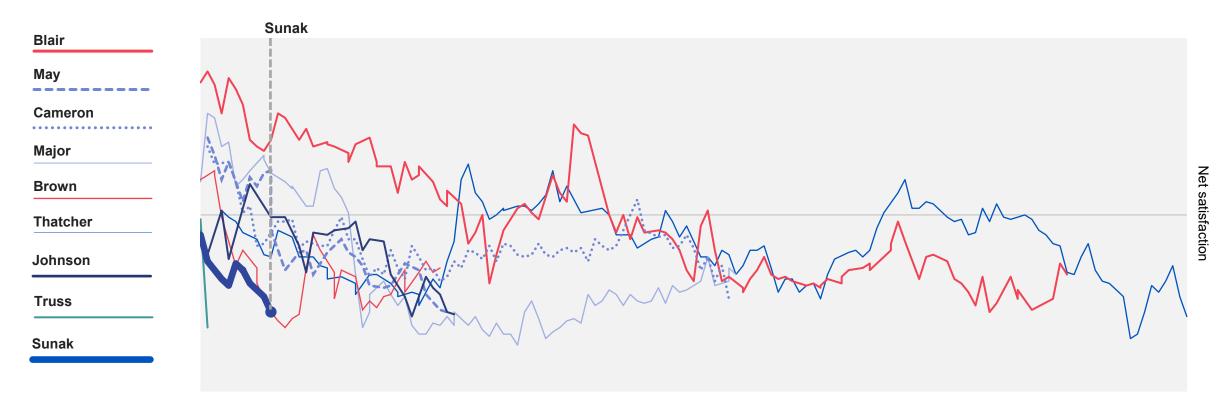
Base: 198 Conservative party supporters aged 18+, 6-12 September 2023





Net satisfaction with Prime Ministers (1979-2023)

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



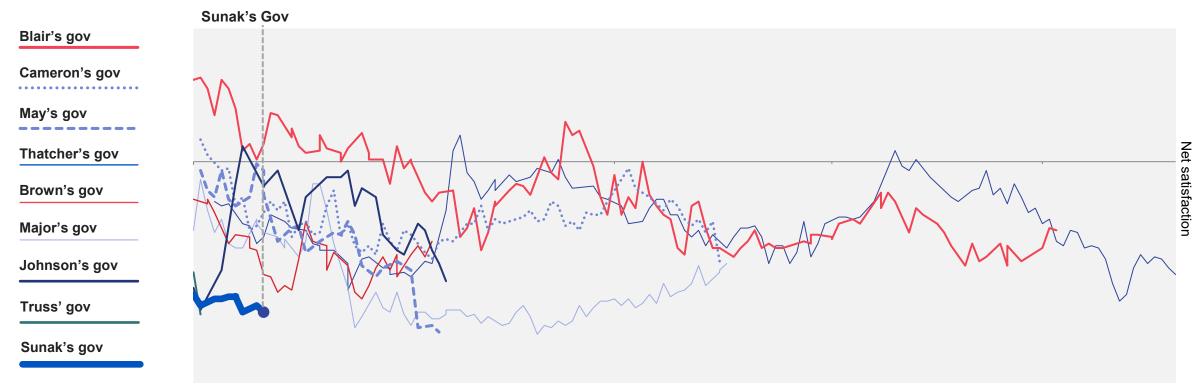
Number of months after becoming prime minister

Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone Base: c.1,000 British adults each month



Net satisfaction with the Government (1979 – 2023)

How satisfied or dissatisfied are you with the way the government is running the country?



Number of months after assuming government

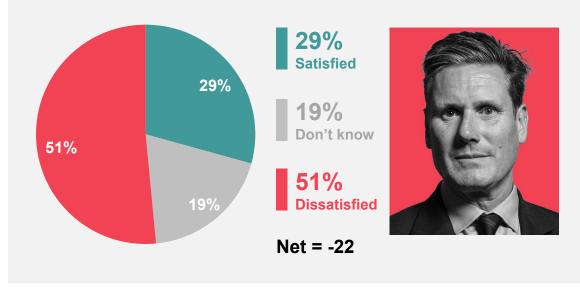
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone Base: c.1,000 British adults each month



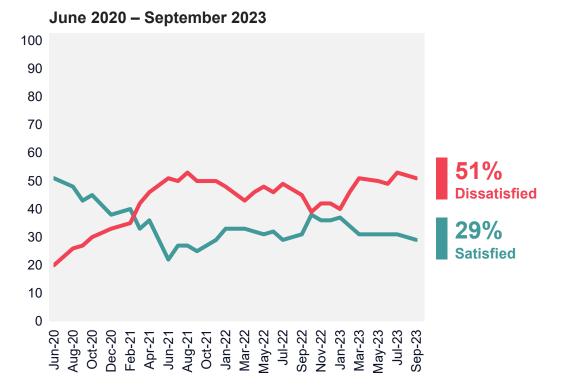
Keir Starmer: Satisfaction

Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2023



Base: 1,004 British adults 18+, 6-12 September 2023

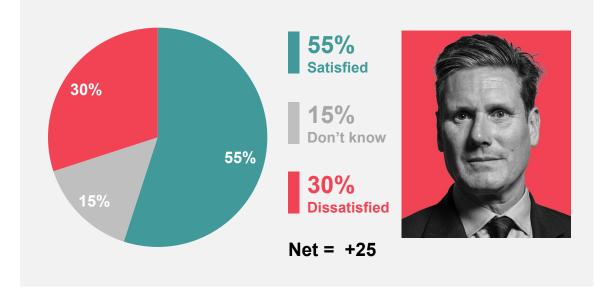




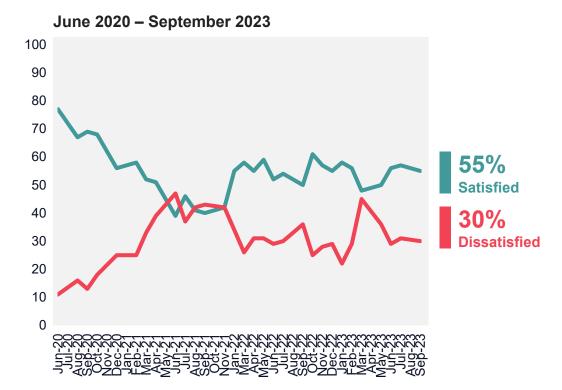
Keir Starmer: Satisfaction amongst Labour supporters

Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2023



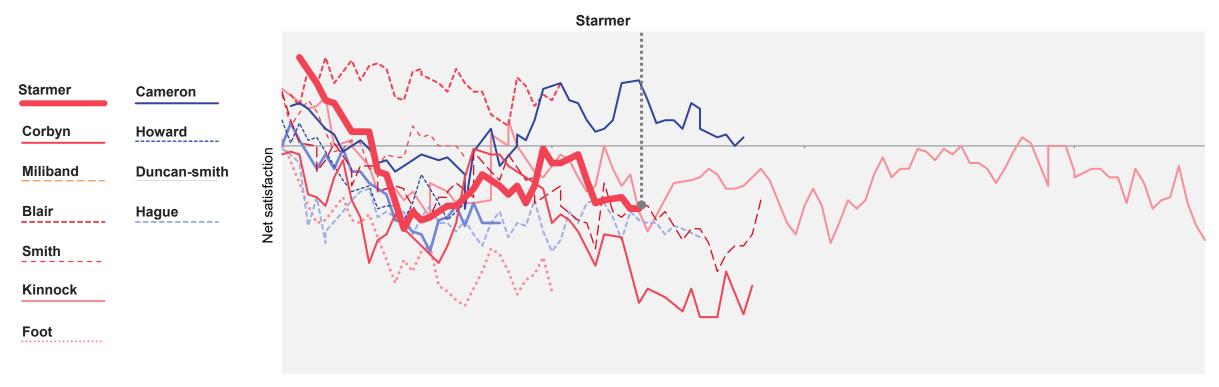
Base: 330 Labour Party supporters aged 18+, 6-12 September 2023





Net satisfaction with Opposition Leaders (1980 – 2023)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



Number of months after becoming opposition leader

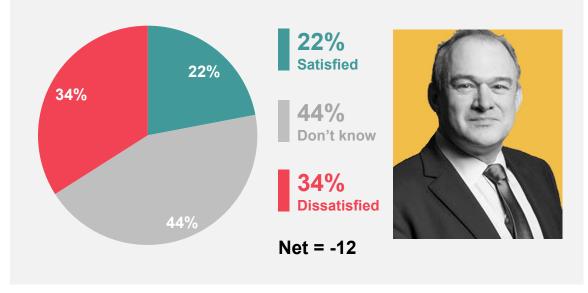
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone Base: c.1,000 British adults each month



Ed Davey: Satisfaction

Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

September 2023



Base: 1,004 British adults 18+, 6-12 September 2023



Source: Ipsos Political Monitor

Sep-23



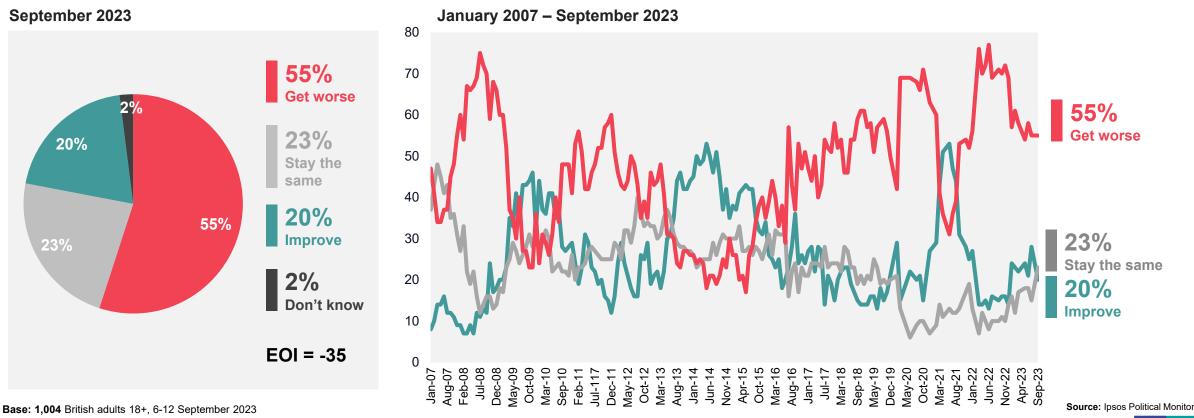
ECONOMIC OPTINIS

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Economic Optimism Index

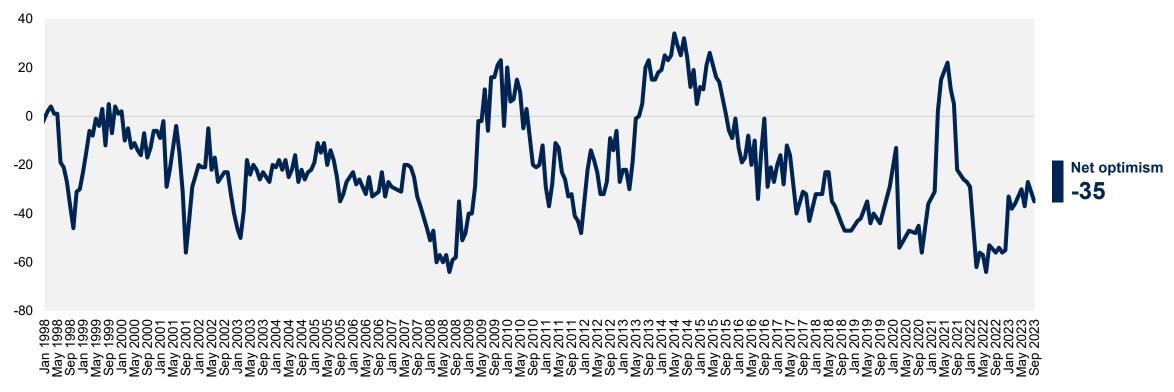
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?





Economic Optimism Index (1998-2023)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Source: Ipsos Political Monitor



Base: c.1,000 British adults 18+ each month

How do public feel about the future of the economy?

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

	Improve	Stay	the sam	ne	Get worse	EOI
Among all	20%	23%		5	5%	-35
	By party sup	oport				
Conservative			50%	21%	29%	+21
Labour	13%	25%		619	%	-48
	By social cla	iss				
ABC1	259	% 21%	, o	ļ	53%	-28
C2DE	15%	25%		57	7%	-42
	By age grou	ıp				
18-34	15%	20%		62%	6	-47
35-54	16%	23%		60	%	-44
55+	2	.8%	24%		45%	-17
	By tenure					
Home-owners	24%	<mark>ان 26</mark>	%		49%	-25
Renters	15%	17%		65%		-50
By employment sector						
Public sector	11% 16	%		71%		-60
Private sector	21%	26%			52%	-31

Base: 1,004 British adults 18+, 6-12 September 2023. * Economic optimism (EOI) is calculated by subtracting the percentage who say the economy will get worse, from the percentage who say it will improve.



LEADERSHIP

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Leader image: Sunak v Starmer

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Rishi

Sunak



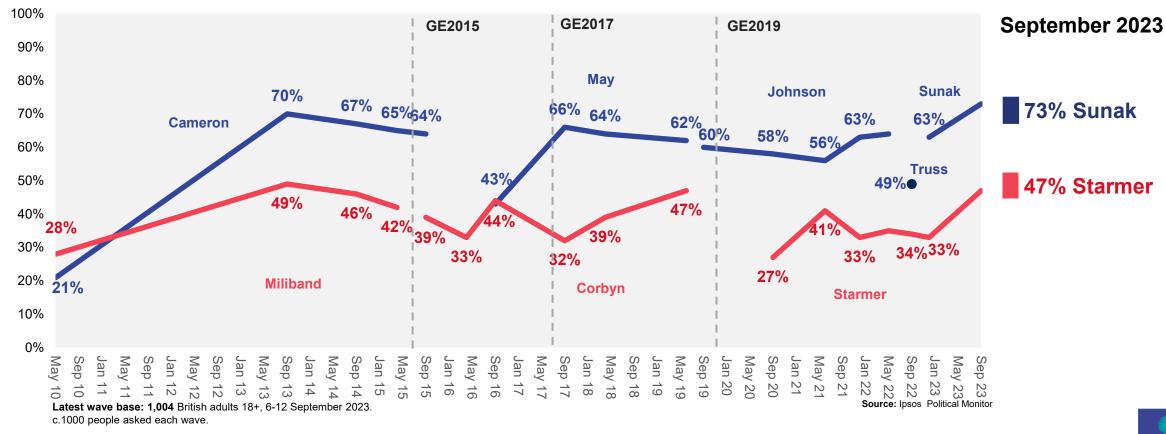
Keir Starmer

A capable leader	26% 35%	Starmer lead +9
Good in a crisis	28% 23%	Sunak lead +5
Has sound judgement	25% 32%	Starmer lead +7
Understands the problems facing Britain	31% 44%	Starmer lead +13
Out of touch with ordinary people	73% 47%	Starmer lead -26
Has got a lot of personality	21% 21%	No lead
Gives me confidence for Britain's future	18% 22%	Starmer lead +4
Patriotic	39% 44%	Starmer lead +5
More honest than most politicians	21% 30%	Starmer lead +9
More style than substance	44% 32%	Starmer lead -12
A good representative for Britain on the world stage	33% 30%	Sunak lead +3



Leader image: Out of touch with ordinary people

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



pso

% Describing ... as "out of touch with ordinary people", 2010 - 2023

Leader image: Sunak Sept 2023 vs Dec 2022

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Sep 2023
Dec 2022

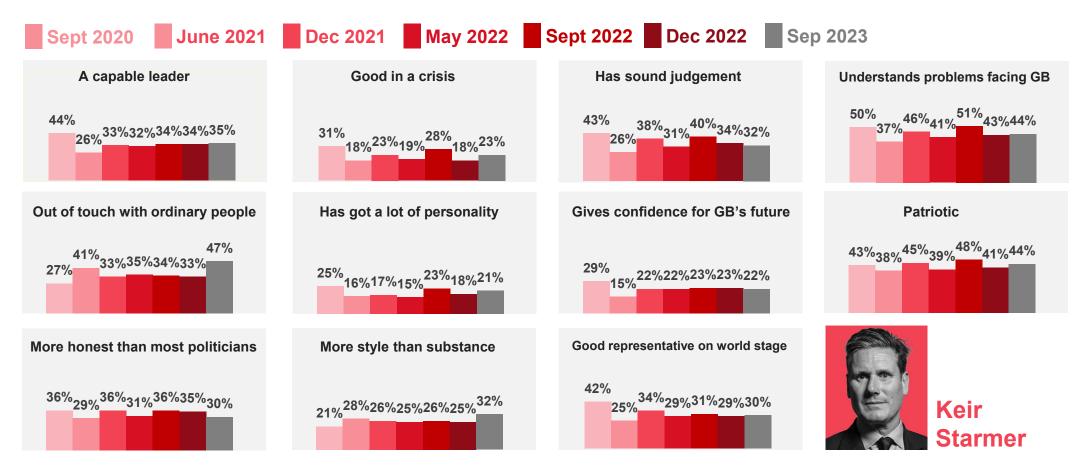
Rishi Sunak

A capable leader	26% 33%
Good in a crisis	28% 29%
Has sound judgement	25% 31%
Understands the problems facing Britain	31% 38%
Out of touch	73%
with ordinary people	63%
Has got a lot of personality	21% 24%
Gives me confidence	18%
for Britain's future	22%
Patriotic	39% 39%
More honest	21%
than most politicians	25%
More style than substance	44% 35%
A good representative for	33%
Britain on the world stage	36%



Leader image: Starmer trend

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...





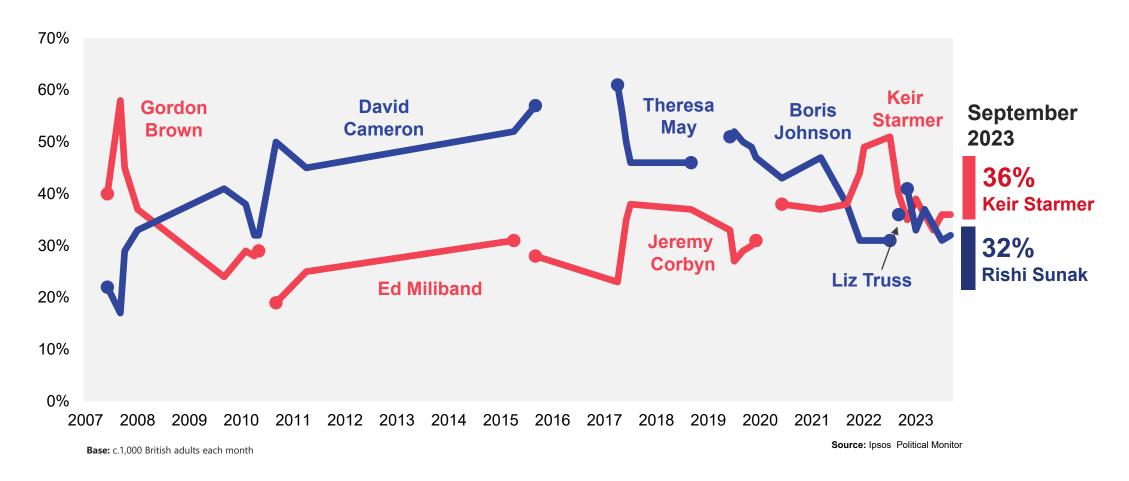
Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?

	Rishi Sunak			Keir Starmer
Sep 2023	32%		36%	
July 2023	31%		36%	
May 2023	34	%	33%	
Mar 2023		87%	36%	
Jan 2023	33%	6	39%	
Nov 2022		41%	35%	
	Liz Truss			Keir Starmer
Sept 2022		6%	40%	
	Boris Johnson			Keir Starmer
July 2022	31%	51%		
Jan 2022	31%	49%	0	
Dec 2021	31%		44%	
Sept 2021		38%	38%	
March 2021		47%	37%	
June 2020		43%	38%	
	Boris Johnson			Jeremy Corbyn
11 Dec '19		43%	29%	
6 Dec '19		47%	31%	
Nov 2019		49%	30%	
Sept 2019		50%	29%	
July 2019		52%	27%	6
June 2019		51%	33%	
	Theresa May			Jeremy Corbyn
Sept 2018		46%	37%	
July 2017		46%	38%	
June 2017		47%	36%	
June 2017		50%	35%	
May 2017		56%	29%	
April 2017		61		23%
	David Cameron			Jeremy Corbyn
Sept 2015		57%	28%	
	Base: 1.004 British adults 18+. 6-12 Se	otember 2023		Source: Ipsos Political Monitor

Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?





Party image: Conservatives vs Labour

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

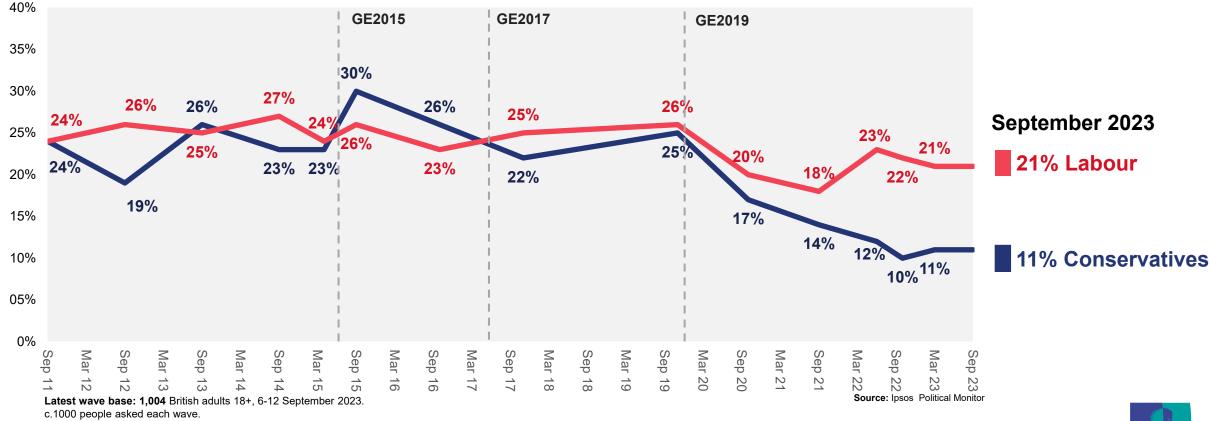
The Conservative partyThe Labour party

Will promise anything to win votes	71% 62%	Con +9
Divided	64% 49%	Con +15
Out of date	61% 42%	Con +19
Different to other parties	40% 38%	Con +2
Extreme	33% 20%	Con +13
Understands the problems facing Britain	24% 46%	Lab +22
Fit to govern	21% 34%	Lab +13
Looks after the interests of people like me	16% 34%	Lab +18
Concerned about people in real need in Britain	14% 47%	Lab +33
Has a good team of leaders	13% 27%	Lab +14
Keeps its promises	11% 21%	Lab +10



Party image: Keeps its promises

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Keeps its promises



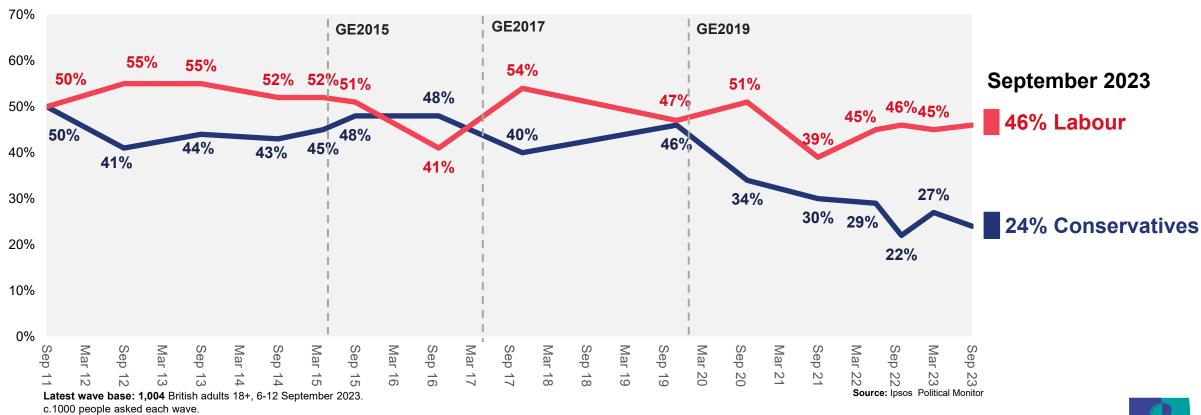
% Describing ... as "it keeps its promises", 2011-2023



Party image: Understands the problems facing Britain

% Describing ... as "Understands the problems facing Britain", 2011-2023

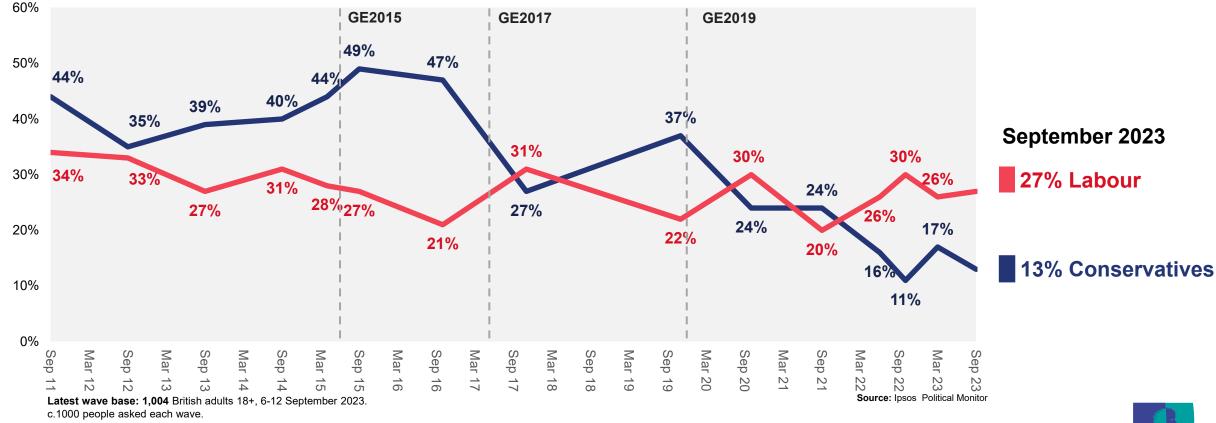
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Understands the problems facing GB





Party image: Has a good team of leaders

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Has a good team of leaders

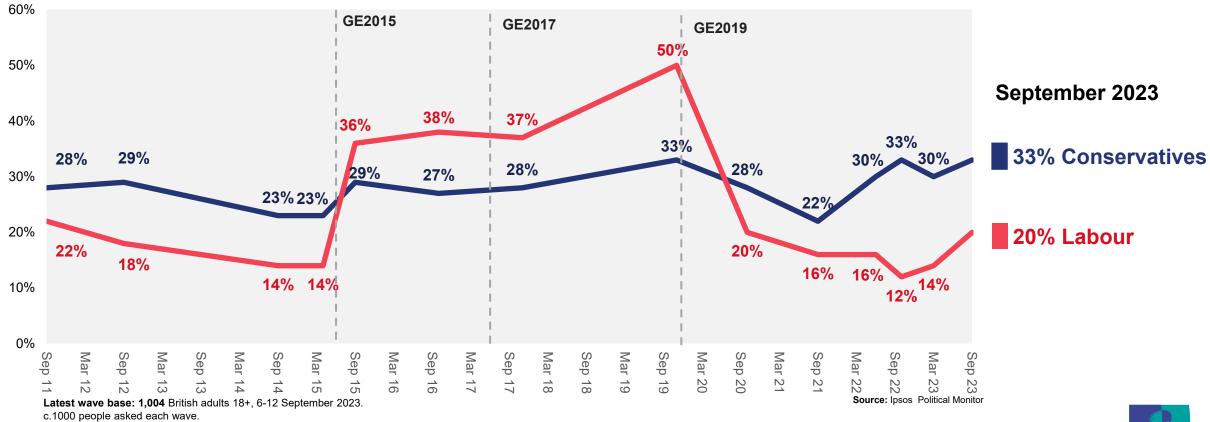


% Describing ... as "has a good team of leaders", 2011-2023



Party image: Extreme

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Extreme

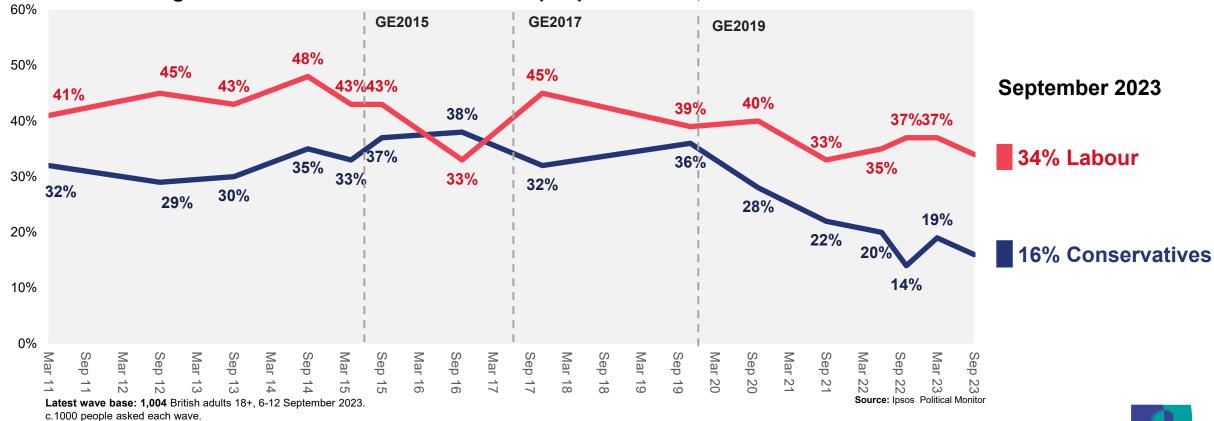


% Describing ... as "extreme", 2011-2023



Party image: Looks after the interests of people like me

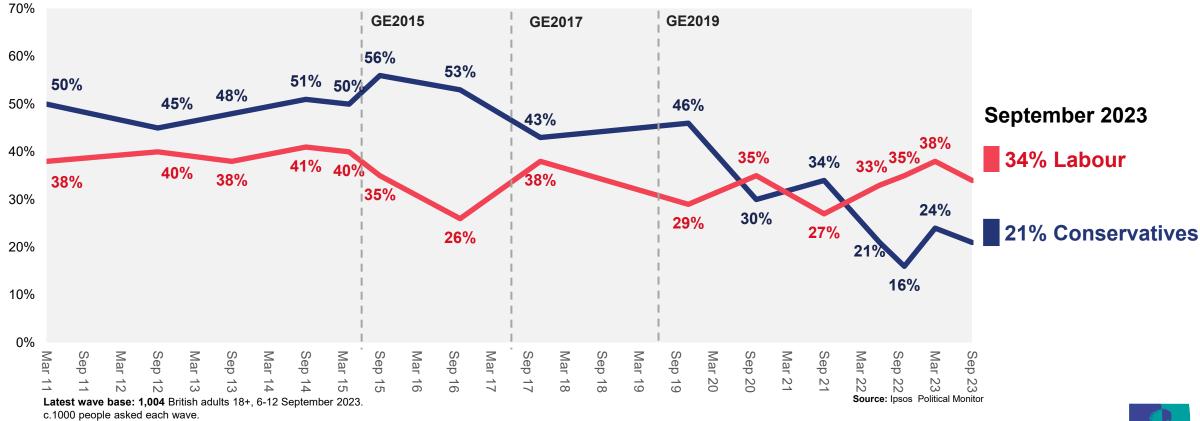
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Looks after the interests of people like me





Party image: Fit to govern

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Fit to govern

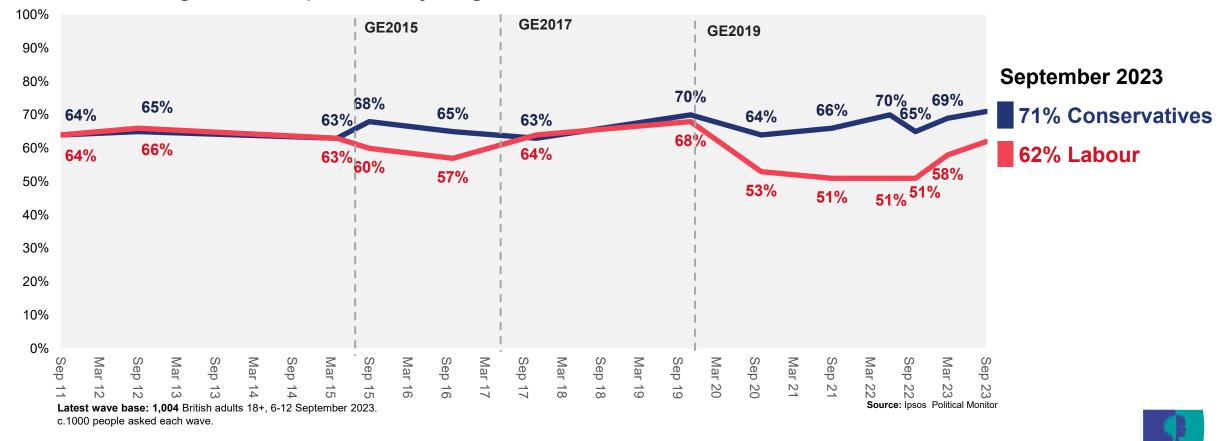


% Describing ... as "fit to govern", 2011-2023



Party image: Will promise anything to win votes

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Will promise anything to win votes

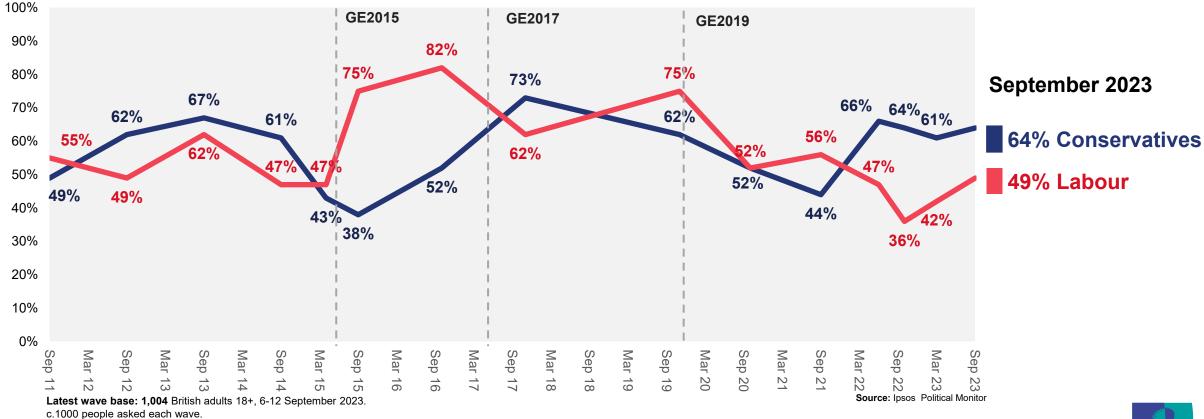


pso

% Describing ... as "will promise anything to win votes", 2011-2023

Party image: Divided

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Divided

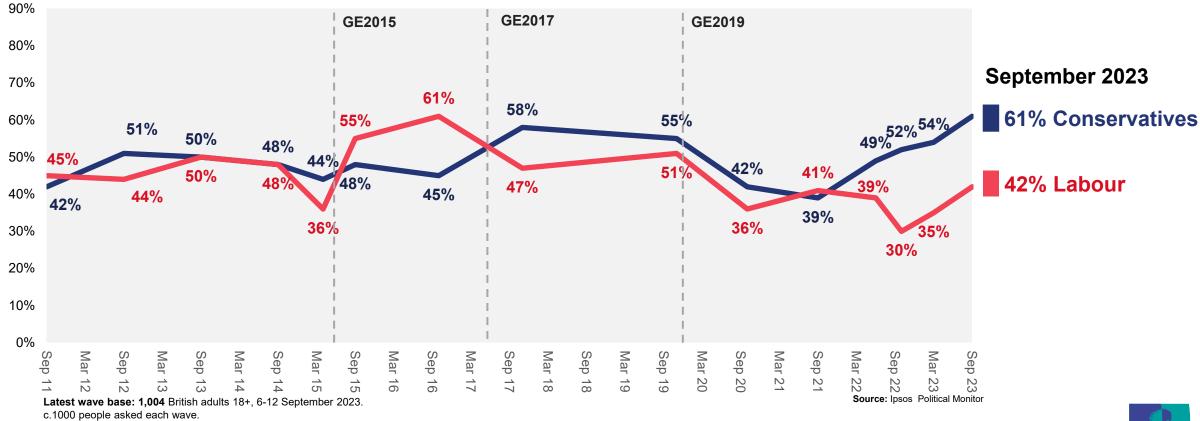


% Describing ... as "divided", 2011-2023



Party image: Out of date

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Out of date

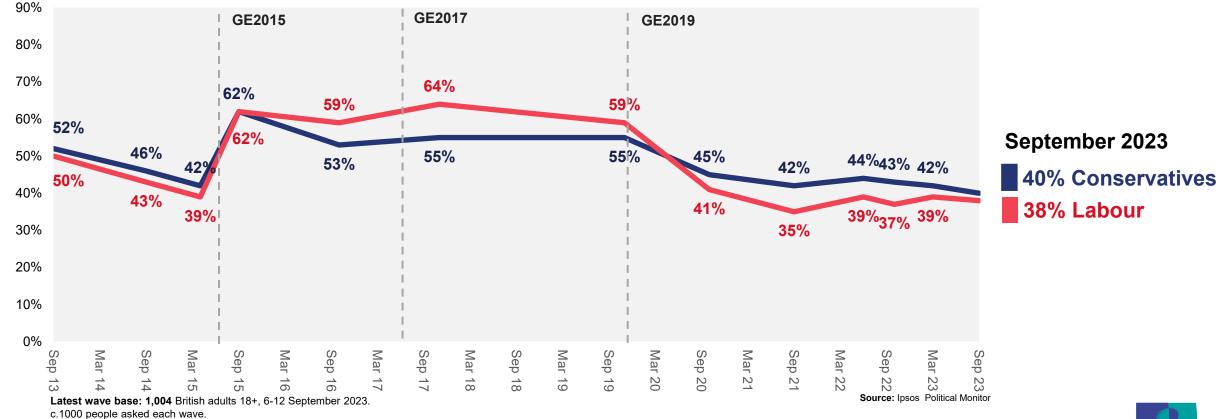


% Describing ... as "Out of date", 2011-2023



Party image: Different to other parties

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Different to other parties

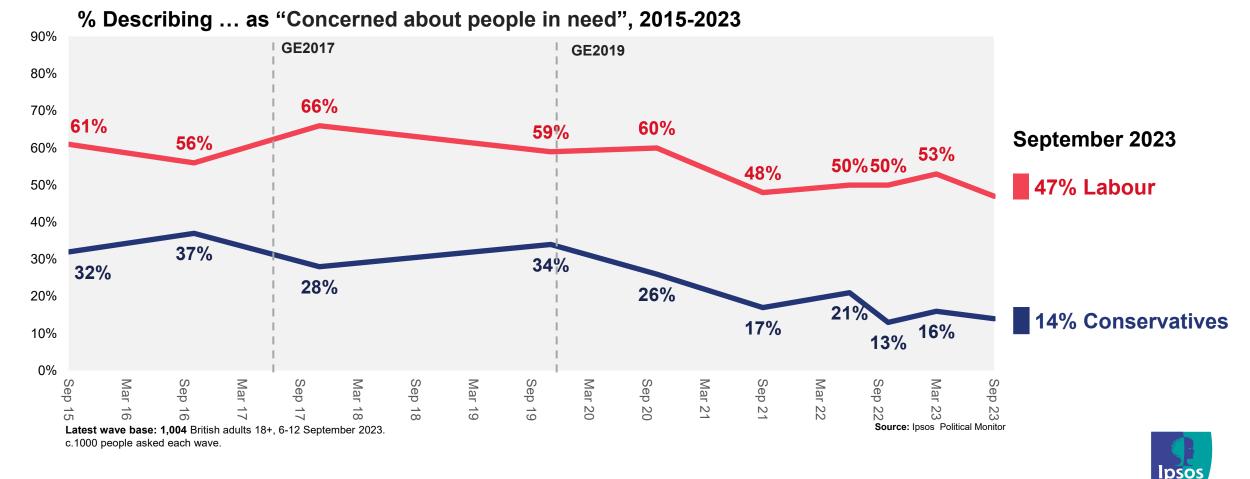


% Describing ... as "Different to other parties", 2013-2023



Party image: Concerned about people in need

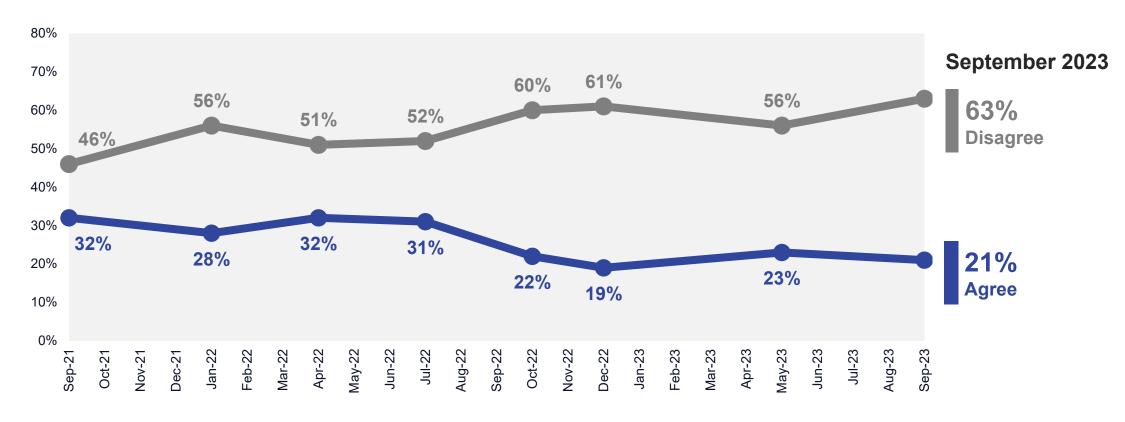
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Concerned about people in need



41

Does the Conservative Government deserve to be re-elected?

To what extent, if at all, do you agree or disagree with the following?



The Conservative Government deserves to be re-elected

Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Is Labour ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

80% September 2023 70% 60% 51% 43% 47% 47% 47% 46% 44% 41% 43% 43% 50% 43% Disagree 40% 40% 38% 38% 37% 37% 37% 37% 30% 34% Agree 33% 32% 31% 29% 20% 25% 10% 0% Aug-20 Sep-20 Oct-20 Nov-20 Apr-22 Jun-23 Dec-20 Dec-21 Jan-22 Sep-22 Nov-22 Jan-23 May-23 Sep-23 Feb-22 Mar-22 May-22 Jun-22 Jul-22 Aug-22 Oct-22 Dec-22 Feb-23 Mar-23 Apr-23 Jul-23 Aug-23 Jan-21 Feb-21 Mar-21 May-21 Aug-21 Oct-21 Apr-21 Jun-21 Jul-21 Sep-21 Nov-21

Labour is ready to form the next Government

Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Is the Opposition ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government

Agree

Under Keir Starmer

Sep '23	38%	43%						
Jul '23	43%	37%						
May '23	41%	37%						
Mar '23	44%	37%						
Dec '22	47%	31%						
Oct '22	47%	32%						
Jul '22	37%	43%						
Apr '22	33%	46%						
Jan '22	38%	40%						
Sep '21	25% 5	1%						
Feb '21	32%	43%						
Aug '20	29%	47%						
	Under Jeremy Corbyn							
Nov '19	32% 59%							
Sep '19	27% 62%							
May '17	30% 60%							
May '16	27% 63%							
	Under Ed Miliband							
Feb '15	33% 52	%						
Nov '14	23% 61%							
Jun '14	35% 52	%						
Apr '13	29% 58%							
May '11	31% 57%							
The Conservatives under David Cameron								
April '10	47%	41%						
Mar '10	49%	41%						
	Under Tony Blair							
Apr '97	55	<mark>% 33%</mark>						
Jan '96		6% 33%						
Dec '94		66% 25%						
	Baco: 1 001 British adults 18+ 6 12 September 2023							

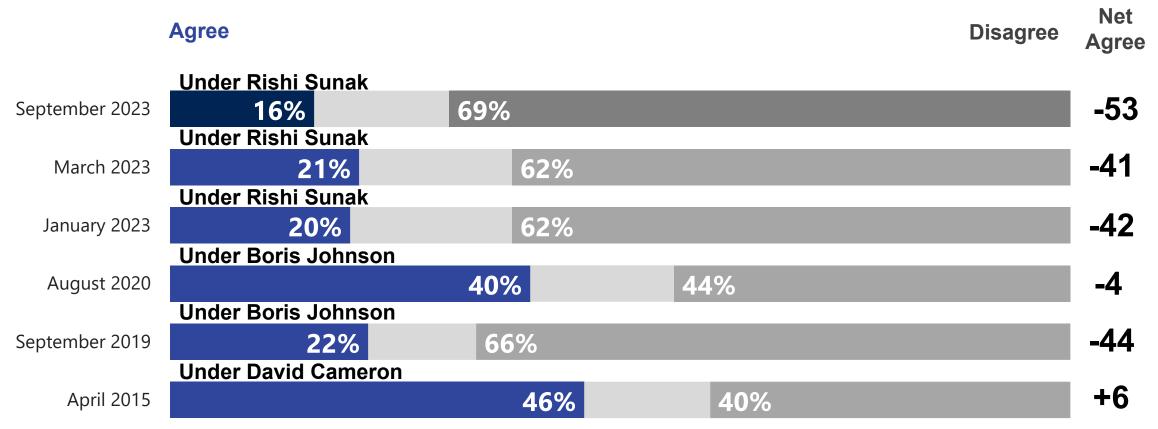
Base: 1,004 British adults 18+, 6-12 September 2023

Source: Ipsos Political Monitor

Disagree

Is the current Government competent?

To what extent, if at all, do you agree or disagree with the following? The word "competent" is an accurate description of the current Government



Base: 1,004 British adults 18+, 6-12 September 2023

Source: Ipsos Political Monitor



Does Britain need a fresh team of leaders?

To what extent, if at all, do you agree or disagree with the following? Britain needs a fresh team of leaders

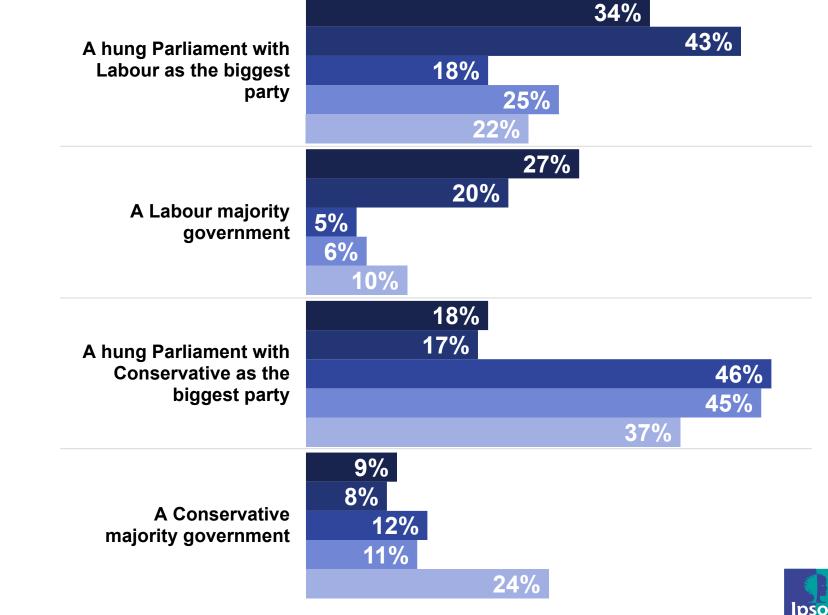
	Agree				Disagree			
	Among all							
Sept 2023					86%	8	%	
May 2023				8	0%	9%	6	
March 2010				76%	18	%		
	Among Conservative party supporters							
Sept 2023			65%		24%			
May 2023		55%		30%				
March 2010						95%	3%	
	Among Labour party supporters							
Sept 2023						94%	2%	
May 2023						93%	5%	
March 2010	45%	48%						

Base: 1,004 British adults 18+, 6-12 September 2023, including (330) Labour supporters, (198) Conservative supporters.

What will the outcome of next election be?

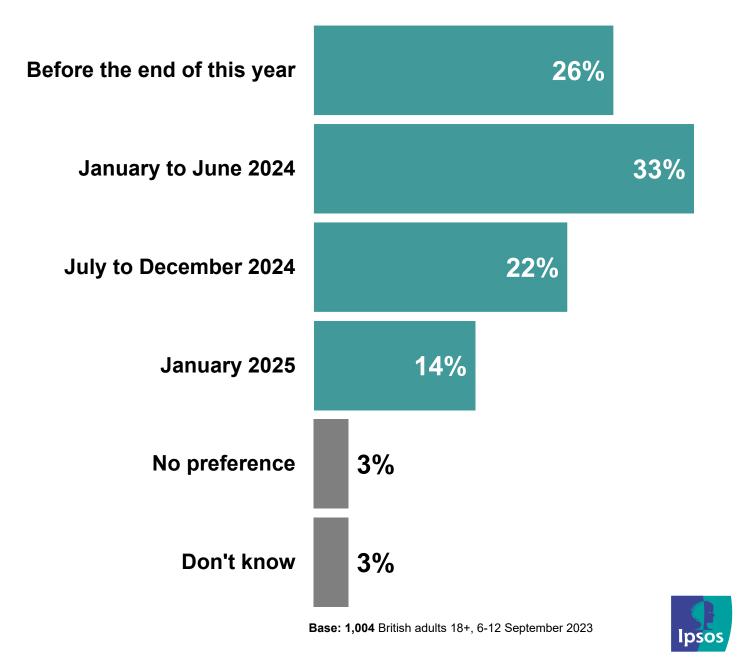
As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

September 2023
May 2023
September 2019
April 2015
March 2010



When should the next General Election take place?

The next General Election can take place at any time between now and January 2025. When do you think the next General Election should take place?



When should the next 9% **General Election take** Before the end of this year place? *Among party 37% supporters 20% The next General January to June 2024 **Election can take place** 37% at any time between now and January 2025. When do you think the 38% next General Election July to December 2024 should take place? 16% Among Conservative supporters 31% Among Labour supporters January 2025 6%

Base: 1,004 British adults 18+, 6-12 September 2023 including (330) Labour supporters, (198) Conservative supporters.

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Ipsos

September 2023 Political Monitor

For more information

Gideon Skinner Research Director gideon.skinner@ipsos.com

Keiran Pedley Research Director keiran.pedley@ipsos.com Cameron Garrett Research Manager cameron.garrett@ipsos.com

Ben Roff Research Executive ben.roff@ipsos.com

